

Transit & Trails

Find, Plan and Share Outdoor Activities on Public Transportation



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Project of the Bay Area Open Space Council

The Bay Area Open Space Council is a collaborative of over fifty-five member organizations actively involved in permanently protecting and stewarding important parks, trails and agricultural lands in the San Francisco Bay Area.



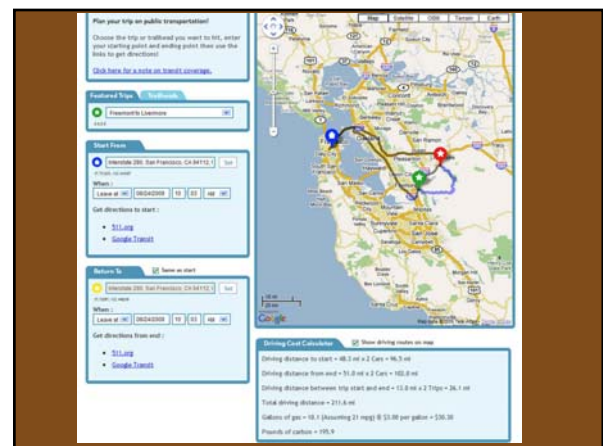
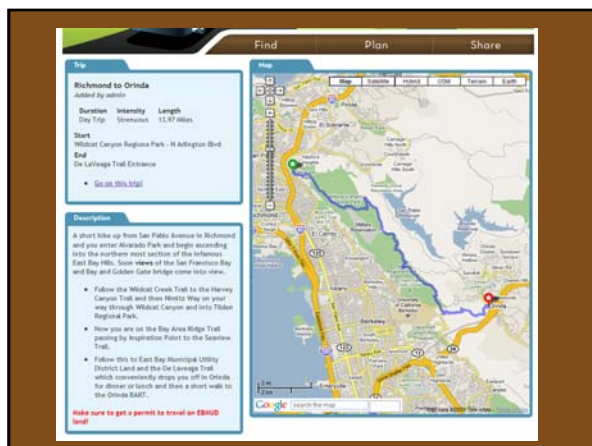
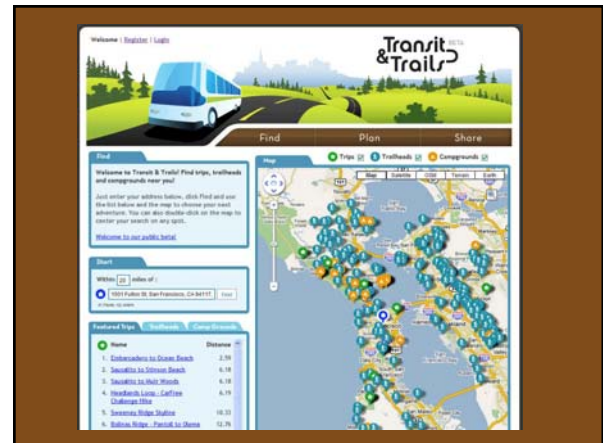
www.openspacecouncil.org

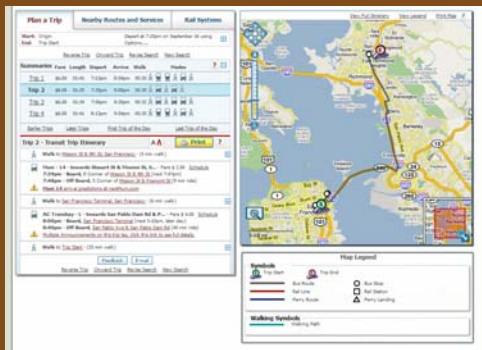
www.transitandtrails.org
(it's a website)

the pitch:
find, plan and share outdoor activities that are accessible via public transit

Get Outside , leave your car at home (if you have one)!

how do we enable that?





Camping without a car?

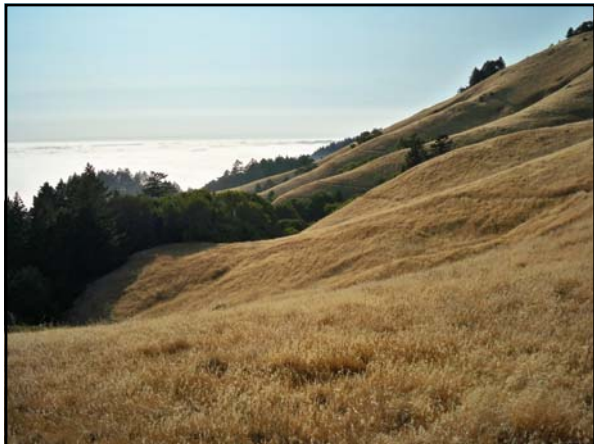


How does that work?

Sausalito to Stinson Beach

- 2 people
- 2.5 days, 2 nights
- 18 mile hike
- redwoods
- zen center garden
- ocean views
- beer?!
- beach

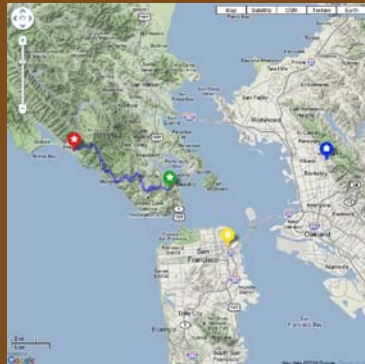






Driving instead of Transit?

- 2 cars
- 150 miles
- 7 gallons of gas
- 134 lbs of CO2
- bridge tolls
- parking
- less fun?

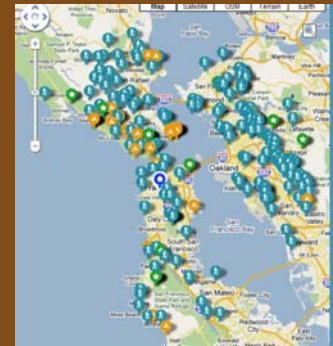


Within 20 miles of downtown SF

- 13 trips 2-20 miles
- 215 trailheads
- 35 campgrounds

9 bay area counties

- 20+ trips
- 500+ trailheads
- 150+ campgrounds



A little history

(Why did we do this?)

Prehistory



1991 – Bay Area Open Space Council

A collaborative of 55+ land management agencies in the SF Bay Area:

For the health of our land, water, and people, we the Bay Area Open Space Council foster an interconnected system of healthy communities with parks, trails, agricultural lands, and natural areas throughout the region.

1995 - Transit Outdoors Print Map – First Grant!

2001 – Enhanced Transit to Trails Map with Bay Nature

Spring of 2008

- Update the Transit to Trails Map
- Introduced project to Jereme Monteau – All Things Web
- Jereme – “Wow, this would be a cool website!”
- Went on a couple of transit hikes and it clicked!

Fall and Winter of 2008/09

- Google Transit launches in SF Bay Area
- Built a prototype
- Hired a designer
- Built trailhead/trip database
- Started Coding
- Integrated with 511.org

Winter and Spring of 2009

- 700+ hours over 6 months (2 people)
- Private Beta June 2009
- Public Beta July 2009
- Launch September 2009



- 20,000 visitors
- ~15,000 unique visitors
- ~5-6k visitors per month
- 250+ registered users

Press

- Contra Costa Times
- Oakland Tribune
- Green Impact
- SF Chronicle
- Silicon Valley News
- Bay Hiker Blog
- SF Streets Blog
- Mother Nature News
- NorCal Hostels
- Google Maps Mania Blog
- Triple Pundit
- Channel 5 Blog
- Many more....

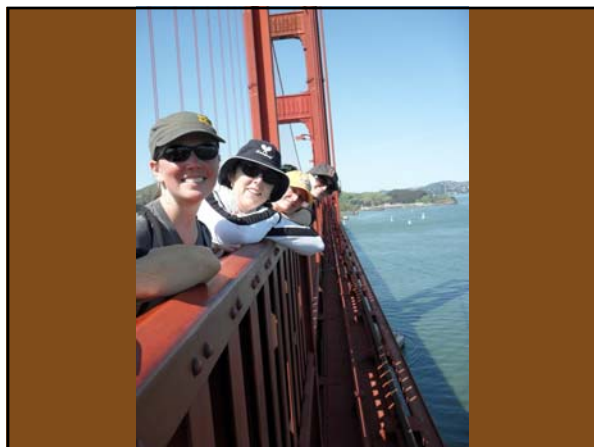


Some of our Partners

- 511.org – Transit Routing Integration
- MTC – Links
- Bay Nature – Print Map and Links
- GreenInfo Network – Data and links
- Greenbelt Alliance – Trip planning links
- Bay Area Ridge Trail Council – Events
- East Bay Regional Parks – Links
- BaHiker.com – links, tons of traffic
- New Belgium Brewery – sponsored event
- BART – Links
- Google Transit – (not an official partner, but big fans!)
- Packard Foundation – funding
- CA State Coastal Conservancy

Recent Happenings

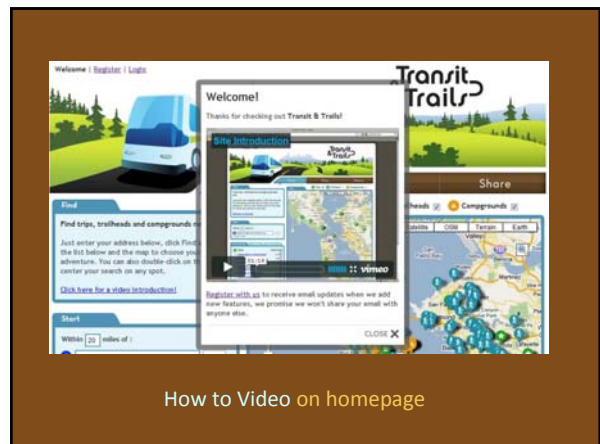
Our First Guided Hike (with the Bay Area Ridge Trail Council!)



Recent Happenings



50,000 postcard sized brochures



How to Video on homepage

New Features:

- Links to Transit Agency that serves the Trailhead
- Comment on Trips
- Google Biking, Walking and Driving Directions....

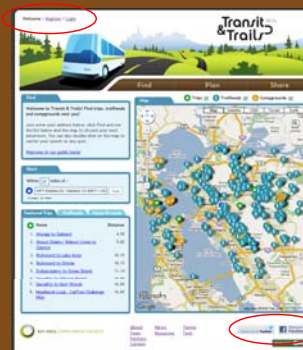
Future:

- ADA Compliant Trails – Barrier Free Access**
- Community Driven Features – add new trails, photos, trips**
- Underserved Communities – better data, reach out**
- More info on outdoor activities – birding, swimming, mtn biking, etc**
- New Regions – interest from Portland, Vancouver, etc.**
- Mobile Phones**

Thanks for listening

- Questions?
- Advice?
- Ideas?
- New Partners?

Register!



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